

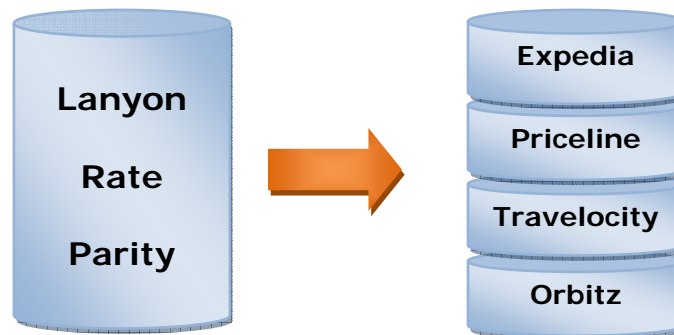


Lanyon Rate Parity™

Automated process ensures that negotiated corporate hotel rates are competitive with consumer website offers

Lanyon Rate Parity squarely addresses the pervasive issue many corporate travel buyers have with consumer websites that offer rates below their negotiated corporate rate and undermine the perceived value of their hotel program. In recent tests, significantly lower rates (up to 40% lower) were available on the open market at 25% of preferred properties evaluated.

Lanyon Rate Parity automates the process of checking multiple consumer websites to identify properties where additional savings opportunities exist.



Identify rates lower than your negotiated corporate rates at preferred properties

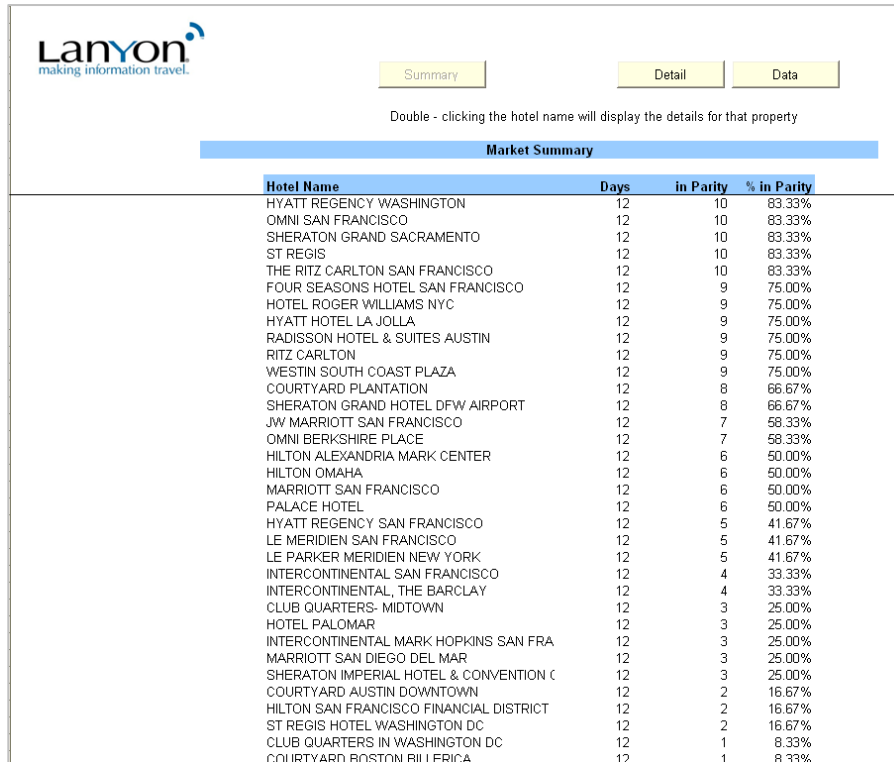
The automated Rate Parity solution examines the existing list of preferred properties and negotiated rates, and makes future pricing requests (up to 30 days) at multiple online sites to identify rates that are lower than the negotiated corporate rate. A detailed report is provided to the travel buyer who can then bring these rates to the attention of their preferred partners for renegotiation or discussion.

Full and customized configuration is available so that you control what is checked and what meets your specified savings threshold for follow up. Every identified lower online rate comes with a full description of what value added amenities are included to enable a quick value comparison.



Fully Automated, Comprehensive Reporting

The creation of a simple Excel file containing a list of hotels and negotiated rates is all that is needed to conduct a Lanyon Rate Parity analysis. Lanyon's Transient Sourcing clients can quickly and easily export their negotiated corporate rates, and Lanyon takes care of the rest.



The screenshot shows the Lanyon interface with a 'Market Summary' table. The table has columns for Hotel Name, Days, in Parity, and % in Parity. Below is the data extracted from the table:

Hotel Name	Days	in Parity	% in Parity
HYATT REGENCY WASHINGTON	12	10	83.33%
OMNI SAN FRANCISCO	12	10	83.33%
SHERATON GRAND SACRAMENTO	12	10	83.33%
ST REGIS	12	10	83.33%
THE RITZ CARLTON SAN FRANCISCO	12	10	83.33%
FOUR SEASONS HOTEL SAN FRANCISCO	12	9	75.00%
HOTEL ROGER WILLIAMS NYC	12	9	75.00%
HYATT HOTEL LA JOLLA	12	9	75.00%
RADISSON HOTEL & SUITES AUSTIN	12	9	75.00%
RITZ CARLTON	12	9	75.00%
WESTIN SOUTH COAST PLAZA	12	9	75.00%
COURTYARD PLANTATION	12	8	66.67%
SHERATON GRAND HOTEL DFW AIRPORT	12	8	66.67%
JW MARRIOTT SAN FRANCISCO	12	7	58.33%
OMNI BERKSHIRE PLACE	12	7	58.33%
HILTON ALEXANDRIA MARK CENTER	12	6	50.00%
HILTON OMAHA	12	6	50.00%
MARRIOTT SAN FRANCISCO	12	6	50.00%
PALACE HOTEL	12	6	50.00%
HYATT REGENCY SAN FRANCISCO	12	5	41.67%
LE MERIDIEN SAN FRANCISCO	12	5	41.67%
LE PARKER MERIDIEN NEW YORK	12	5	41.67%
INTERCONTINENTAL SAN FRANCISCO	12	4	33.33%
INTERCONTINENTAL, THE BARCLAY	12	4	33.33%
CLUB QUARTERS- MIDTOWN	12	3	25.00%
HOTEL PALOMAR	12	3	25.00%
INTERCONTINENTAL MARK HOPKINS SAN FRA	12	3	25.00%
MARRIOTT SAN DIEGO DEL MAR	12	3	25.00%
SHERATON IMPERIAL HOTEL & CONVENTION C	12	3	25.00%
COURTYARD AUSTIN DOWNTOWN	12	2	16.67%
HILTON SAN FRANCISCO FINANCIAL DISTRICT	12	2	16.67%
ST REGIS HOTEL WASHINGTON DC	12	2	16.67%
CLUB QUARTERS IN WASHINGTON DC	12	1	8.33%
COURTYARD BOSTON BILLERICA	12	1	8.33%

Compelling Benefits

- Detailed rate visibility
- Basis for renegotiation
- Saves time checking rates
- Easy to initiate analysis
- Proactive awareness of property opportunities
- Increases actual savings achieved
- Improves perceived value of hotel program

Unique Features

- Fully automated
- Checks multiple websites
- Detailed reporting
- Checks multiple future dates

Contact us to learn how Lanyon Rate Parity can help you increase your actual, realized savings and improve the value of your hotel program.

Contact

(p) +1 .817.226.5656
(e) sales@lanyon.com